

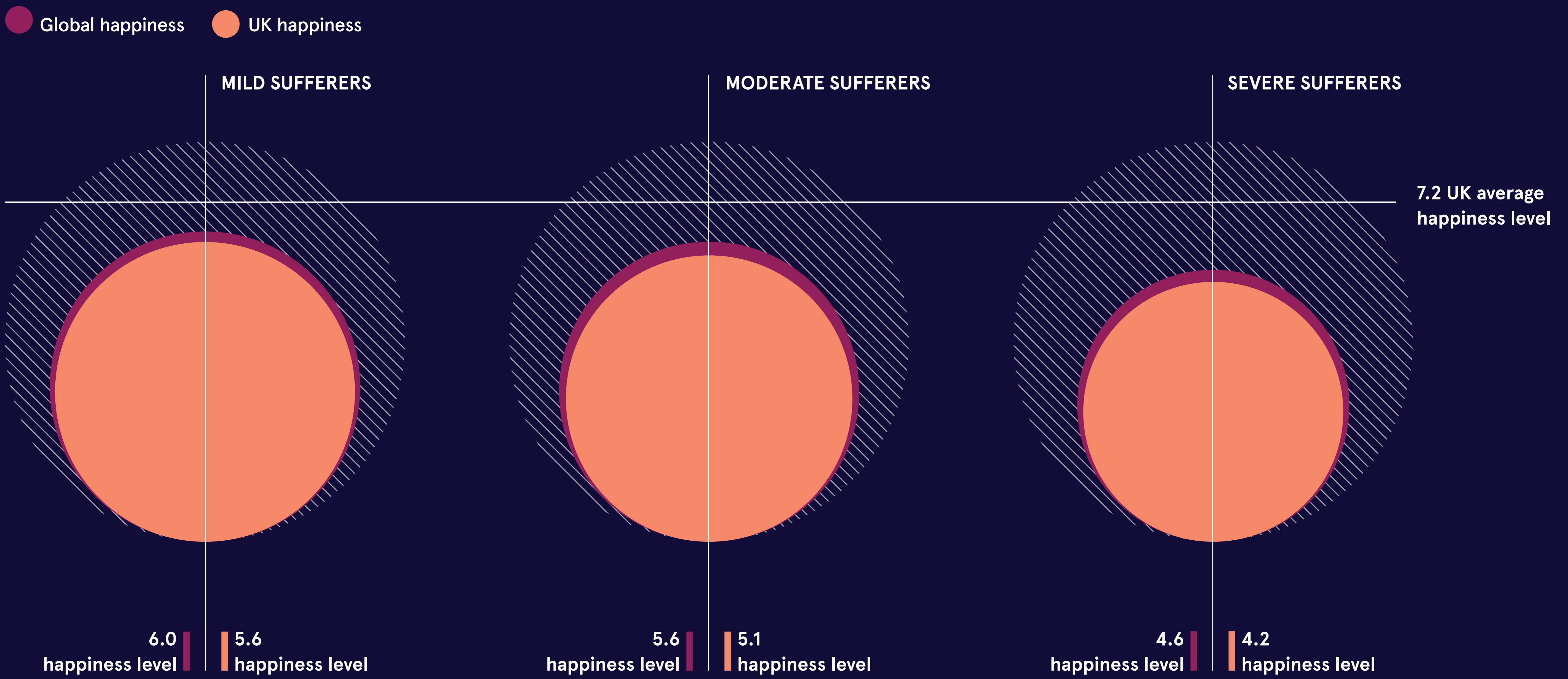
UNHAPPY IN OUR SKIN

The correlation between body image and mental ill-health is well documented, so it should come as no surprise that skin conditions such as acne, psoriasis and eczema have been linked to increased levels of depression and anxiety, and a lower quality of life overall

PSORIASIS AND HAPPINESS BY SEVERITY

Based on the Cantril Ladder measure of life satisfaction, psoriasis sufferers in the UK rate their happiness level as just 5.1 out of 10, compared with 7.2 for the whole UK population, and these happiness levels decrease with severity of the disease

Happiness Research Institute 2018



73%

of psoriasis sufferers reported high stress

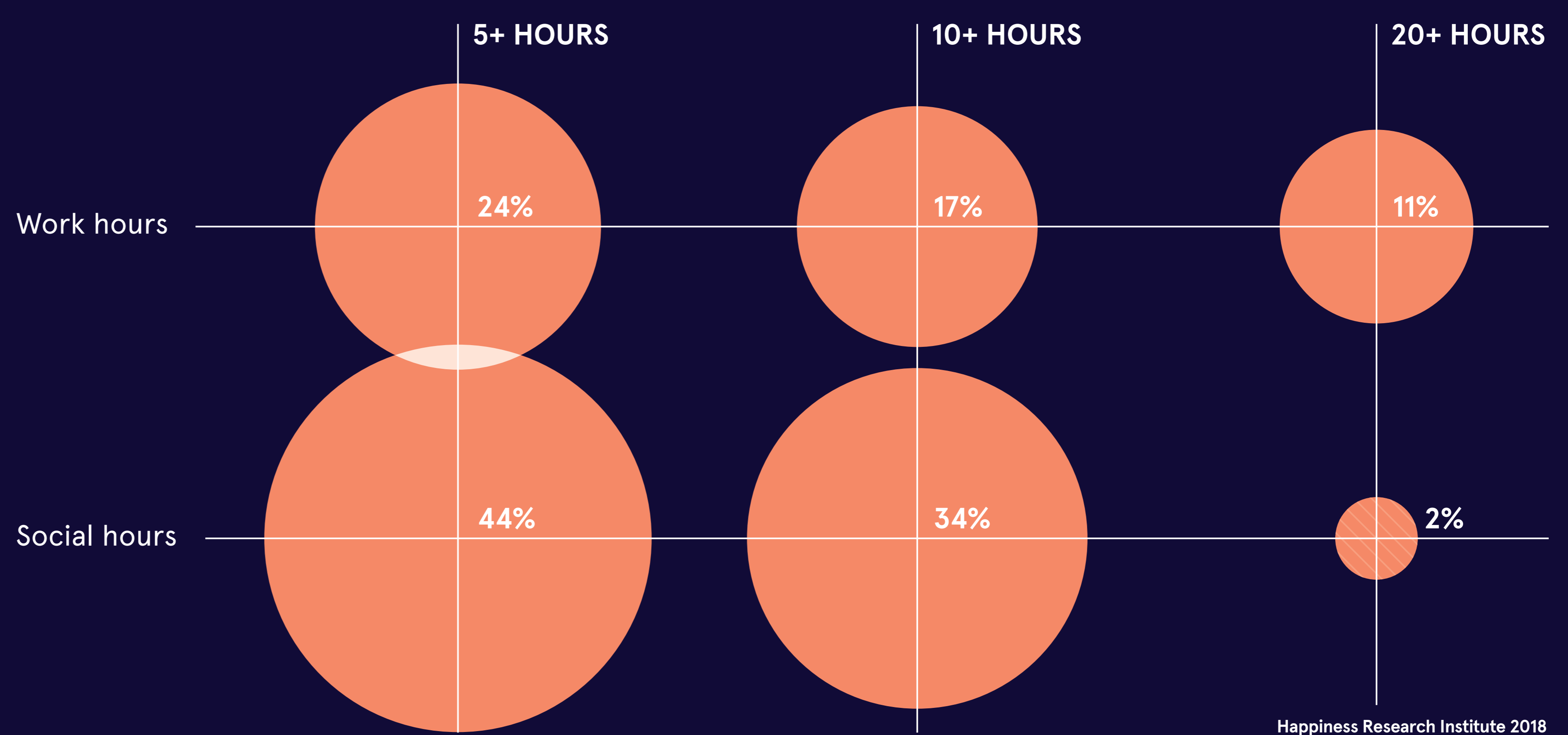
40%

of psoriasis sufferers reported loneliness

Happiness Research Institute 2018

TIME LOST DUE TO PSORIASIS

Percentage of psoriasis sufferers who have missed work or social hours due to their condition



THREE WAYS THE MIND AND SKIN INTERSECT

1 Inflammatory conditions are triggered: Anxiety and depression can cause an inflammatory response, which weakens the skin's barrier function and allows irritants in more easily. Skin can lose moisture and heal more slowly

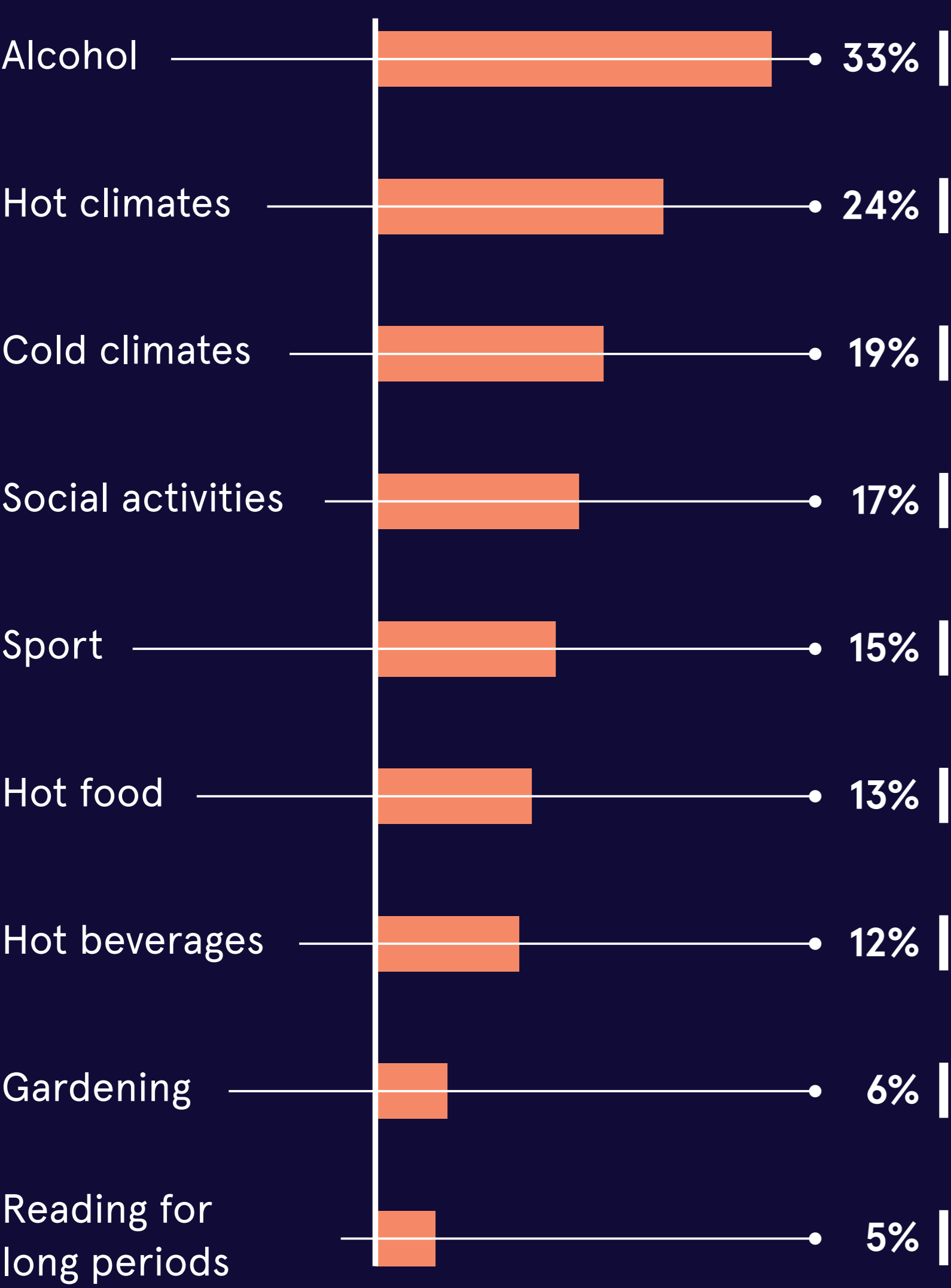
2 Health behaviours change: Sufferers might neglect skincare, hygiene or medication. Anxious people might also start picking or using too many products. As the skin reacts, this becomes a vicious circle

3 Altered self-perception: When anxious or depressed, one's interpretation of skin health and image can change dramatically. What was one small blemish can become a reason to avoid activities and people, exacerbating poor mental health

Josie Howard MD, Healthline 2019

ROSACEA'S IMPACT ON QUALITY OF LIFE

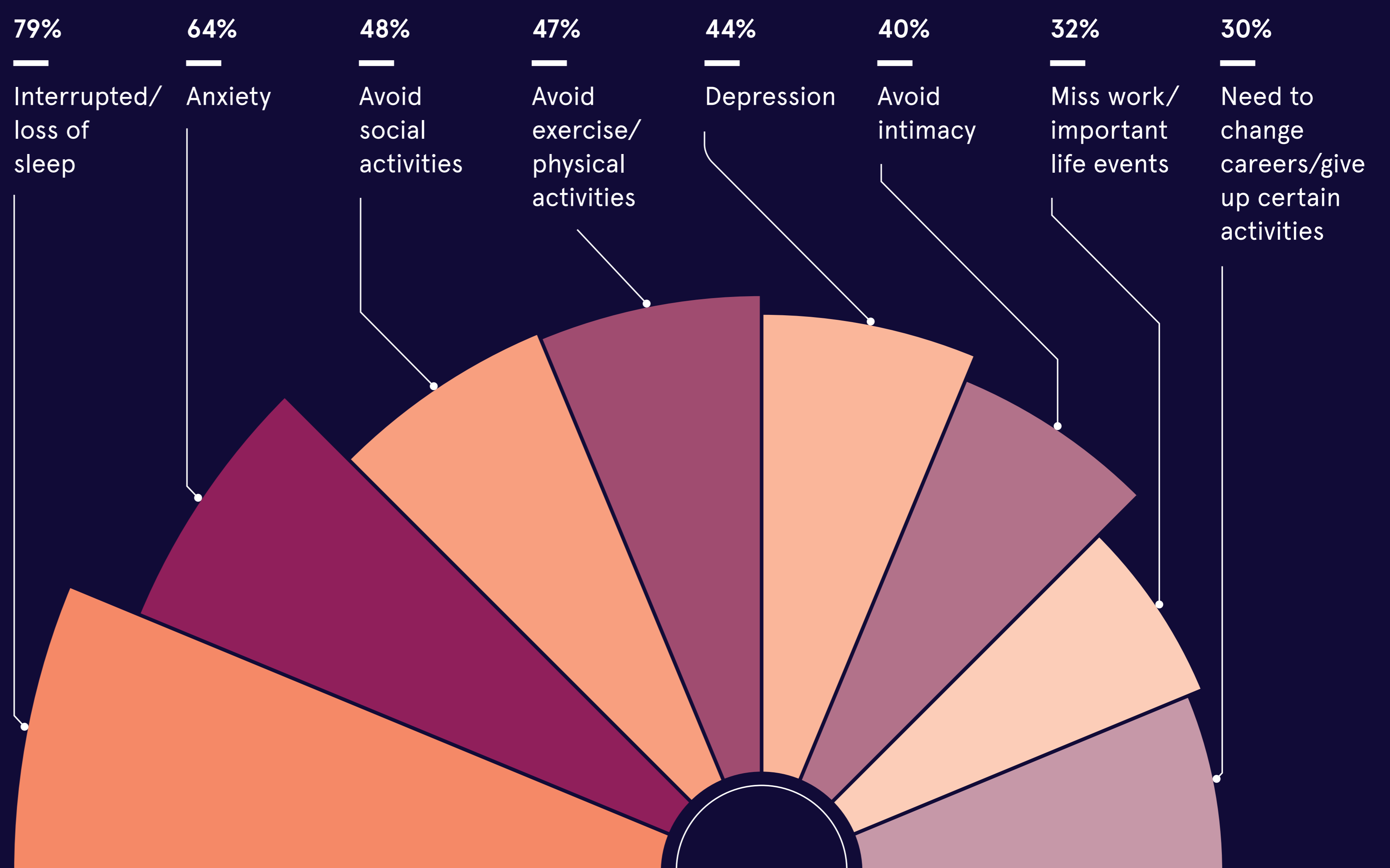
Percentage of rosacea patients avoiding basic activities



HOW ECZEMA (ATOPIC DERMATITIS) IMPACTS QUALITY OF LIFE

Respondents were asked: "Has your atopic dermatitis contributed to any of the following for you in the past two years?"

Eczema Society of Canada 2016/17



1 in 3

rosacea patients lost confidence as a result of their condition

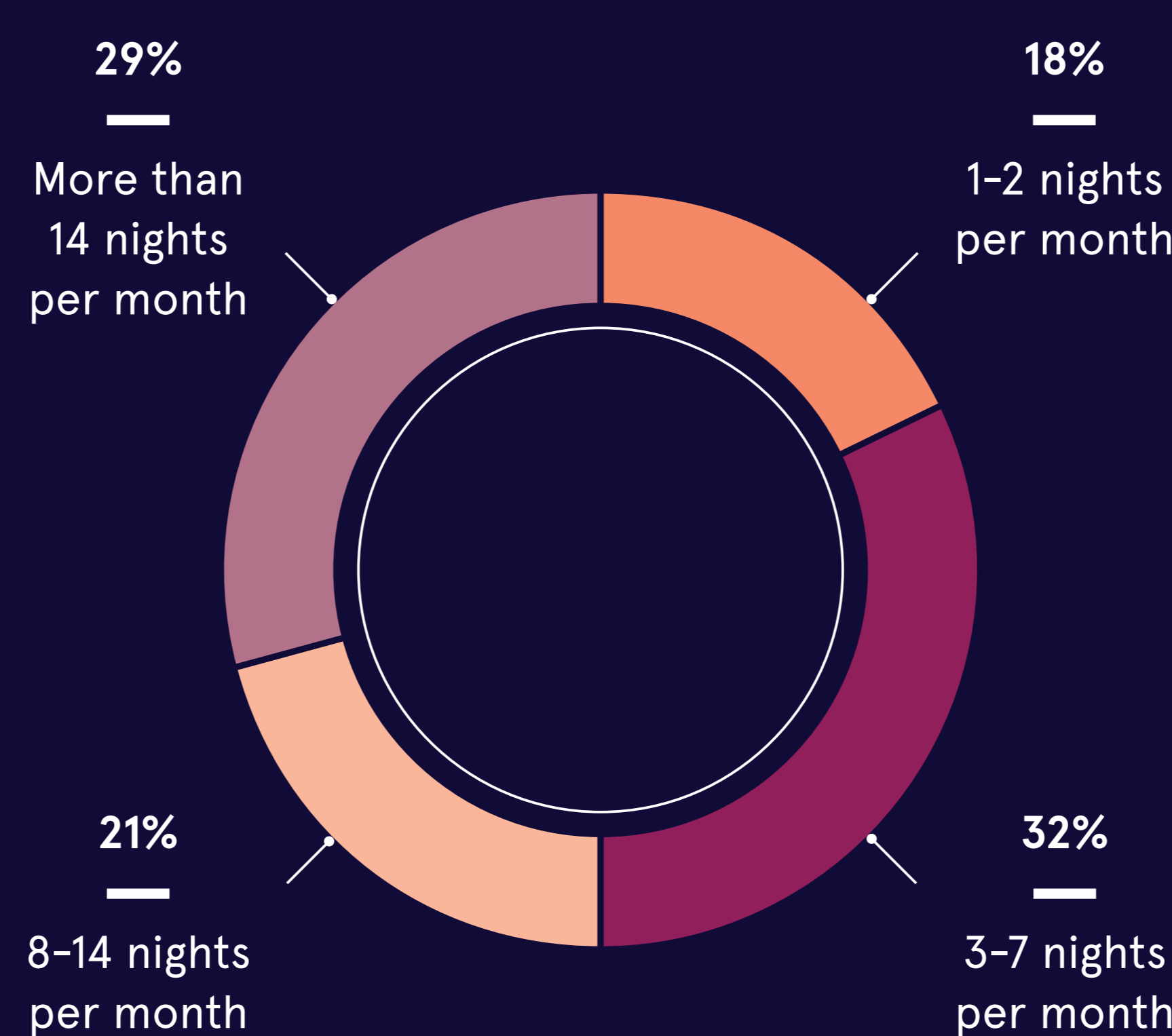
1 in 10

rosacea patients felt dejected

Galderma, hosted on the British Medical Journal, 2018

HOW ECZEMA IMPACTS SLEEP HEALTH

Number of nights' sleep sufferers said their eczema affected per month



44%

of patients with acne were found to suffer from at least one mental health condition, compared with 20 per cent of those without acne

Sample of US patients in 2002-2012, British Association of Dermatologists 2019

63%

higher risk of depression among acne sufferers in their first year after diagnosis, compared with people without acne

British Journal of Dermatology 2018